

Project 2

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Ideation - 15 Tasks

1. Feeding the dogs using a maze bowl
2. Refilling car with gas
3. Preparing for trash pickup day
4. Doing your laundry
5. Cooking strawberries in an air fryer
6. Giving your dogs a bath
7. Preparing coffee
8. Boiling pasta
9. Setting/clearing the dinner table
10. Packing for a trip
11. Roasting s'mores
12. Loading & unloading a dishwasher
13. Restringing guitar/bass strings
14. Cleaning your car
15. Taking your dog for a walk

Task 1 – Feeding the dogs using a maze bowl – Mind Map

chosen task

Design of infographic

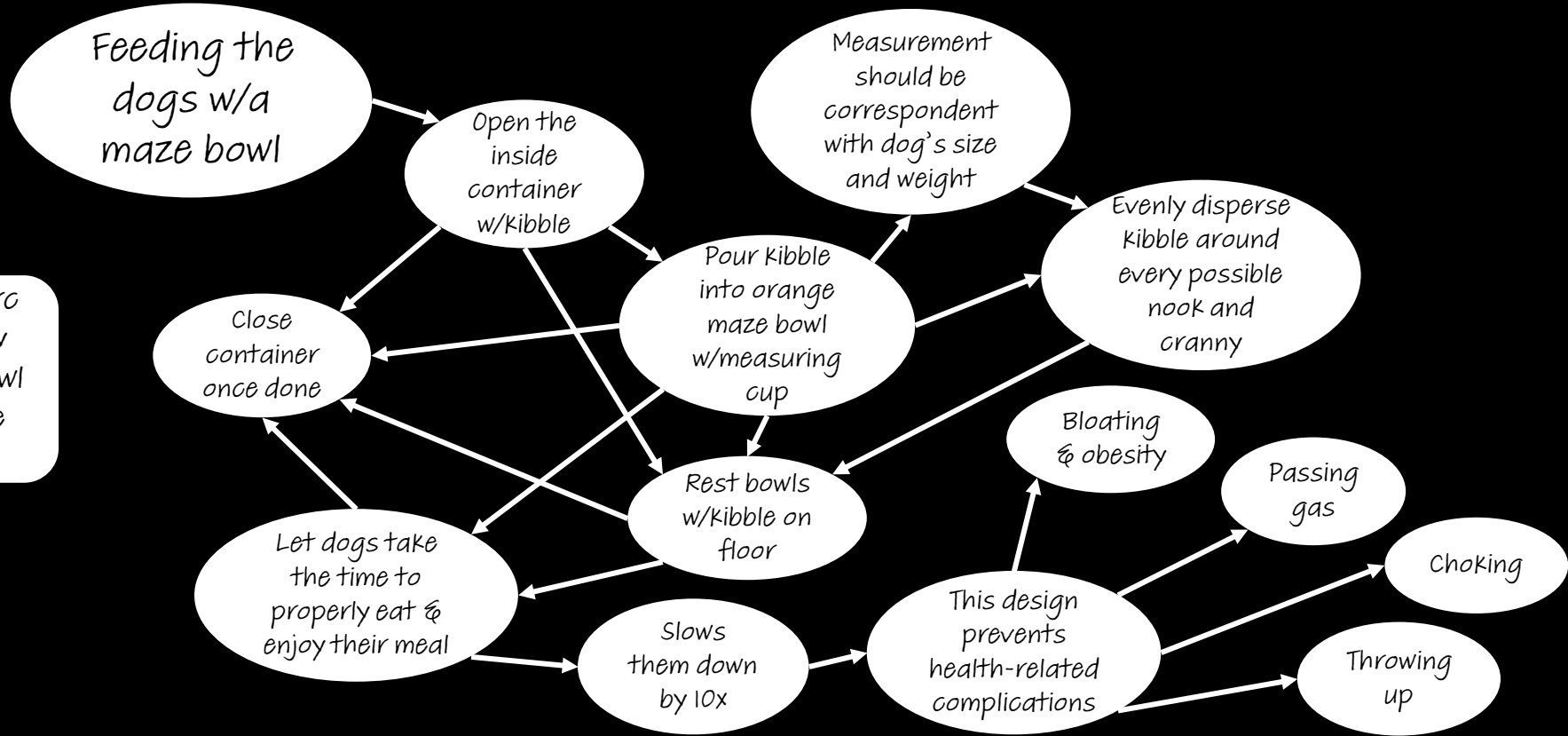
Title at top

Main objective printed underneath

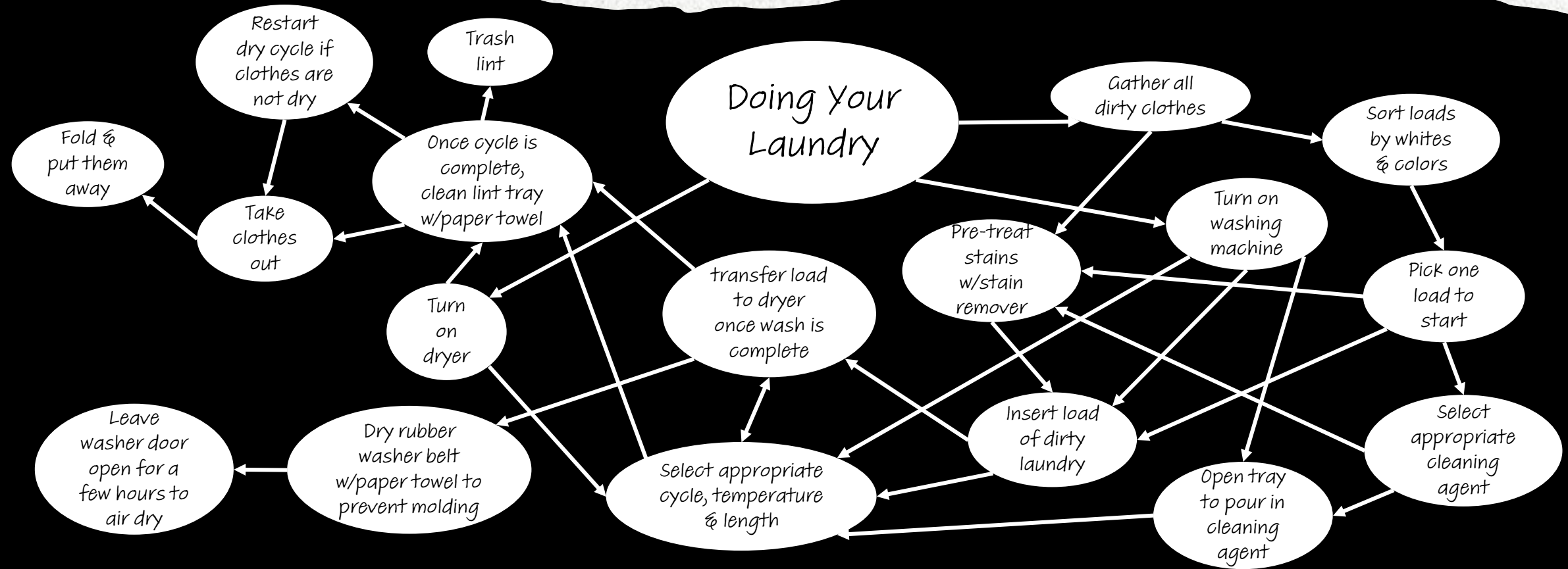
7 stacked step-by-step picture frames descending

Positioned in an arc around a partially obstructed dog bowl on the side of the picture plane

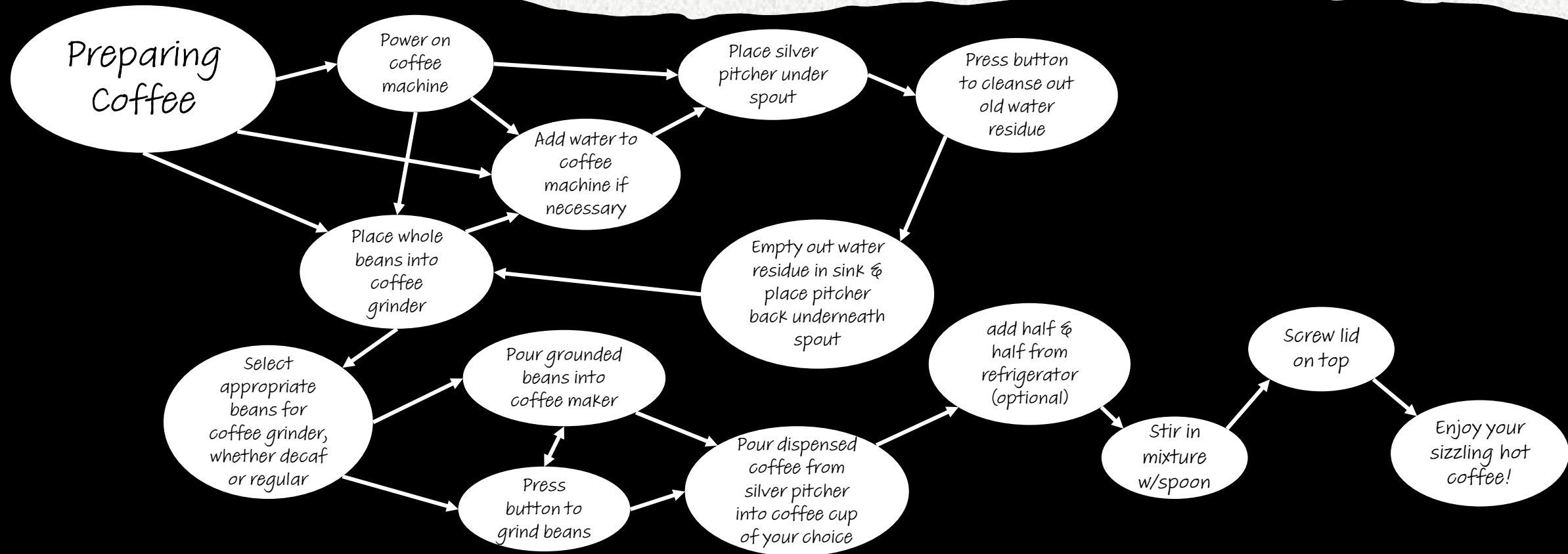
The picture frames will be rotated at various angles and will overlap little bits of each other to where not too much of the images nor corresponding text will be obstructed.



Task 2 – Doing Your Laundry – Mind Map



Task 3 – Preparing Coffee – Mind Map



Infographic Research – Related Infographics

Remove The Food

Removing their food and making them sit and wait to get it back teaches your dog to back off or ignore it when a human gets too close while they are eating. Removing and returning their food shows them they don't have to worry about losing their food.

Food & Other Dogs

Train your puppy to eat around well-behaved dogs so they do not feel the need to be defensive over their food. Put out more bowls than there are dogs to eliminate competition for food.

Dogs & Food Etiquette

Dogs love food, and while many dogs are motivated by food, some become aggressive. Food aggression in dogs can be hard to deal with, but there are many ways to train them to not be fixated on food.

Start Young

The key to avoiding dogs with food aggression is to train them when they are young. Teaching your puppy to not feel the need to be defensive and aggressive about their food will help develop good food etiquette.

Food & Humans

Creating a positive association between food and humans your dog's food aggression. They need to feel safe and comfortable eating with people around so they don't feel the need to get aggressive.

Make Them Wait

Training your dog to sit & wait while their bowl of food sits on the floor will help them learn to wait and not get fixated on food.

Teaching your dog to have good food etiquette and minimizing food aggression can't be done in a snap at another dog or human. Learn more dog training tips from **Speak Dog!**

HOW TO FEED YOUR DOG PILLS

A HANDY GUIDE FOR ALL PET OWNERS

- 1** WITH ONE HAND, GENTLY GRASP THE SIDES OF YOUR PET'S UPPER JAW (THE AREA BEHIND THE CANINE TEETH).
- 2** USING YOUR OTHER HAND, HOLD THE PILL BETWEEN YOUR THUMB AND INDEX FINGER.
- 3** TILT YOUR PET'S HEAD UPWARDS SLIGHTLY. THEN USING YOUR MIDDLE FINGER, GENTLY PUSH YOUR PET'S LOWER JAW DOWNWARDS. THIS OPENS HIS/HER MOUTH.
- 4** PUSH THE PILL AS FAR BACK INTO THE MOUTH AS POSSIBLE, CLOSE TO HIS/HER THROAT.
- 5** QUICKLY HOLD THE JAW CLOSE AND MASSAGE YOUR PET'S THROAT GENTLY. YOU MAY ALSO FEED YOUR PET SOME WATER USING A SYRINGE TO HELP HIM/HER SWALLOW.

CHECK IF YOUR PET HAS ACTUALLY SWALLOWED THE PILL. IF NOT, DON'T STRESS AND JUST TRY AGAIN.

3 easy steps to a lipsmacking feast

- 1 Pour** PEDIGREE® Chicken & Milk
- 2 Mix** Tasty wholesome meal. PEDIGREE® Gravy
- 3 Serve** Your pet will ask for more

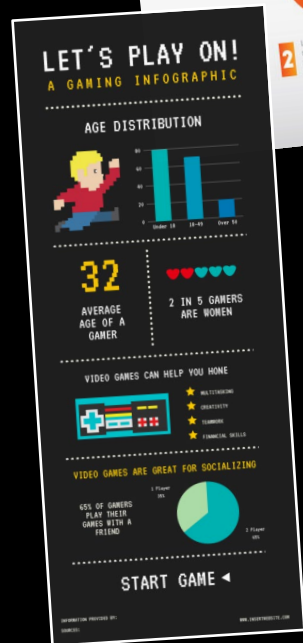
6 CANINE SUPERFOODS

6 SUPER FOODS FOR YOUR SUPER DOG

DOGS HAVE COMPLEX DIETARY NEEDS JUST LIKE PEOPLE DO.

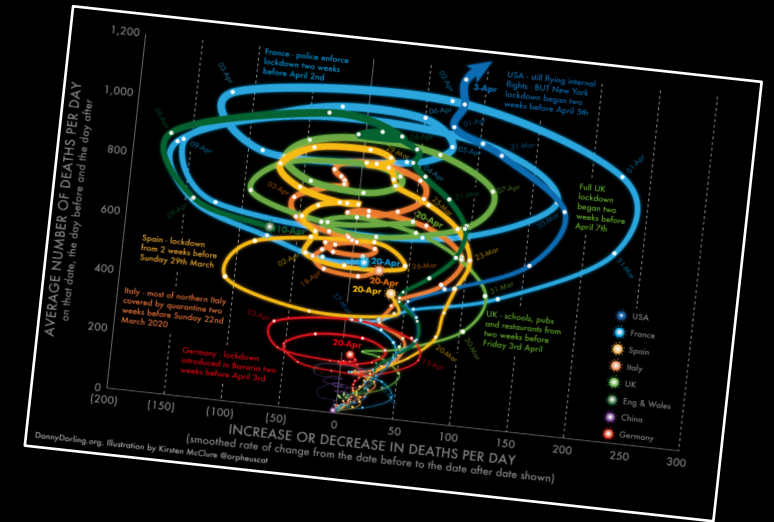
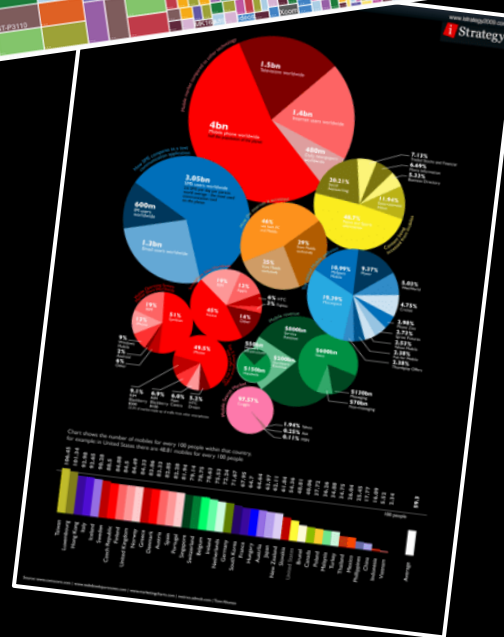
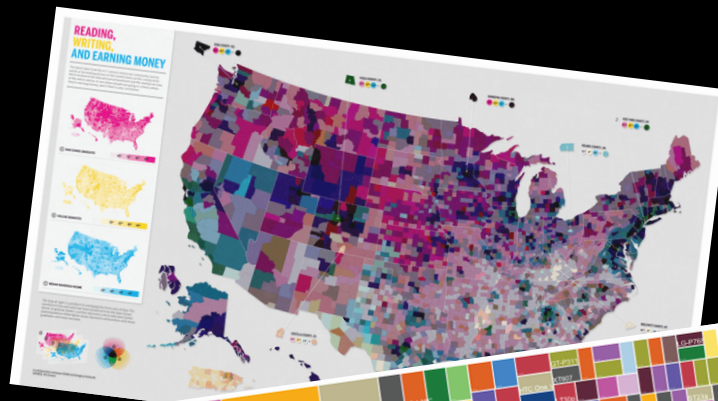
- 1. BLUEBERRIES**
 - Rich in antioxidants, which help reduce inflammation.
 - Supports eye health and vision.
 - Helps with urinary tract health.
 - Good for heart health and circulation.
 - Helps with cognitive function.
 - Helps with skin health.
- 2. EGGS**
 - High in protein and healthy fats.
 - Good for skin and coat health.
 - Helps with joint health.
 - Good for heart health.
 - Helps with cognitive function.
- 3. COCONUT OIL**
 - Rich in medium-chain triglycerides (MCTs).
 - Good for skin and coat health.
 - Helps with joint health.
 - Good for heart health.
 - Helps with cognitive function.
- 4. CARROTS**
 - Rich in beta-carotene.
 - Good for eye health.
 - Helps with skin and coat health.
 - Good for heart health.
 - Helps with cognitive function.
- 5. APPLE CORE PEELS**
 - Rich in fiber and antioxidants.
 - Good for digestive health.
 - Helps with skin and coat health.
 - Good for heart health.
 - Helps with cognitive function.
- 6. SALMON**
 - Rich in omega-3 fatty acids.
 - Good for skin and coat health.
 - Helps with joint health.
 - Good for heart health.
 - Helps with cognitive function.

Infographic Research – 3 Dynamic Infographics



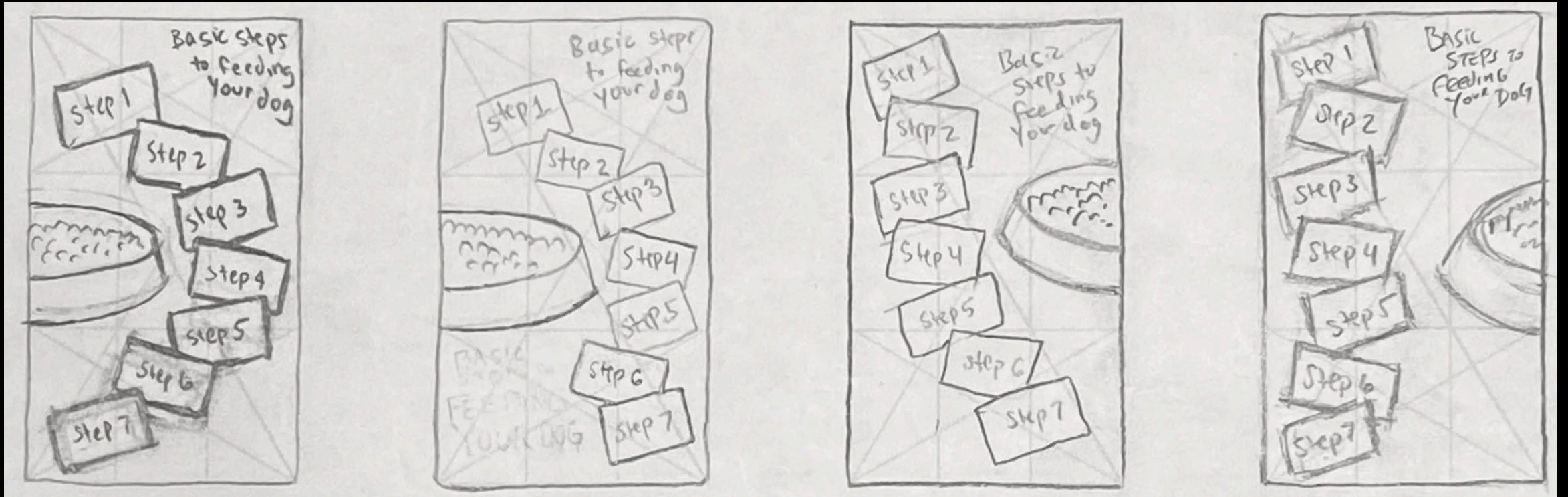
These infographics are simplistic and straightforward enough to where they convey clear general messages to the viewer that are both legible and easy to understand. In other words, nothing gets too granular here. Plus, some of the infographics incorporate the use of icons which is a very smart technique when it comes to this because not only do pictures speak a thousand (or more) words, but mainly, these visuals will help significantly with attracting the viewer.

Infographic Research – 4 Ineffective Infographics

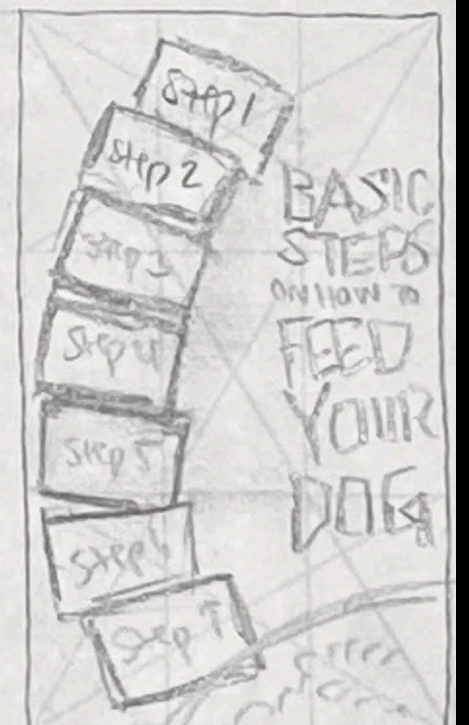
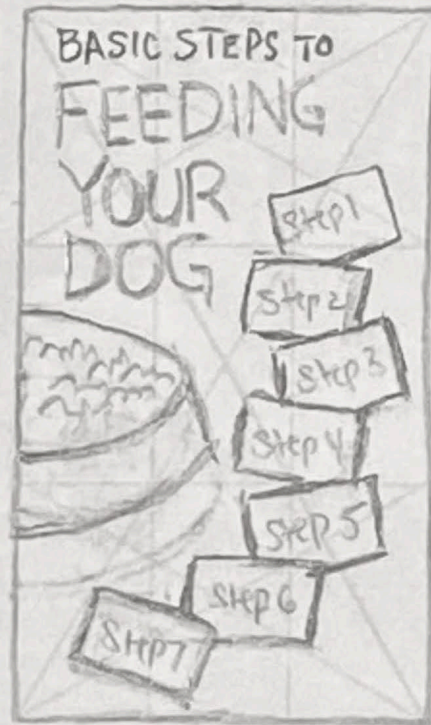
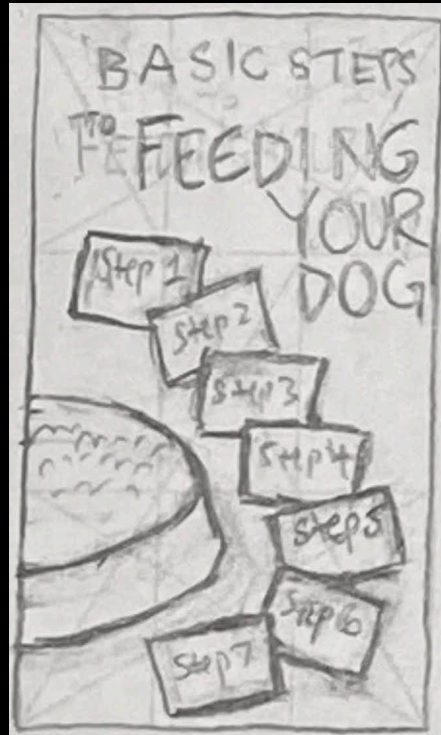


These infographics are way too complexly data driven and are not straightforward enough to the point. Infographics aren't designed to be so granular, but rather broader in a sense where the reader is able to generalize the main idea(s). Plus, some of the statistics can be somewhat misleading as the information displayed may eventually become outdated. Overall, they are just too visually distracting.

Preliminary Thumbnail Comps



Preliminary Thumbnail Comps (cont'd)



Preliminary Thumbnail Comp Summary

The basic idea for my infographic is to convey a basic straightforward step-by-step process with provided visuals on how to effectively feed your dog both breakfast and dinner without running into any complications whatsoever. The overall design aesthetic will be simplistic and will consist of brief text phrases to summarize each step of the process which will correlate with each picture frame. I originally intended to arrange the visual composition in a way that would follow the diagonals of the root 3 rectangle to help create visual movement amongst the viewer's eye along with leaving a decent portion of negative or white space deactivated.

Pre-Final Comps

The effectiveness of using a maze bowl to feed your dog

PURPOSE: Maze bowls are designed to help slow down your dog's eating, which is essential for proper digestion along with cutting down on health-related complications such as passing gas, potential choking, throwing up, bloating and obesity. Plus, most dogs are happiest when they're eating and this mechanism is designed to increase their "happy time" by 10x!

Step 1: Take your dog outside to let them do their business. Bring them back inside once they're finished.



Step 2: Open the container where the kibble is stored.



Step 3: Using a measuring cup, pour x amount of kibble into the maze bowl that is correspondent to your dog's size and weight.



Step 4: Disperse the kibble evenly around every one of the maze bowl's nooks and crannies.

Step 5: Place the kibble-filled maze bowl down on the floor for your dog to enjoy a wonderful meal. Bon appetit!



ADDITIONAL INFO: Maze bowls are available in multiple sizes and ridge patterns, and are also great for diverse food diets. Plus they are guaranteed to be top rack dishwasher safe! Less work for you means more pup playtime after!

USING A MAZE BOWL TO FEED YOUR DOG

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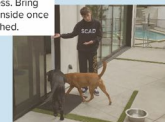


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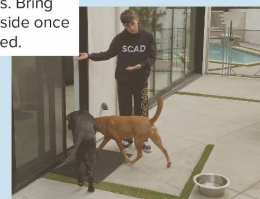
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Final Composition

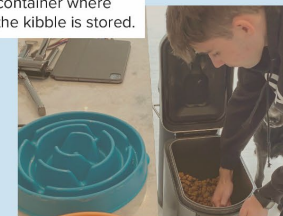
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Works Cited

Infographic Research – Related Infographics

<https://speakdog.com/wp-content/uploads/2019/08/dogs-and-food-etiquette.jpg>

<https://images.squarespace-cdn.com/content/v1/5b9f49c2e0e175980345921d8/1594182885866-JR3R0H0ZKFCZG87S2ZP/Gaia+Vets9o27+Handy+Handouts+-+How+to+Feed+Pills+to+Your+Pet+9o288Jul209o29.jpg?format=1000w>

<https://m.media-amazon.com/images/I/71M3xvmevYL.∞SL1200∞.jpg>

<https://breedingbusiness.com/wp-content/uploads/2015/04/canine-dogs-superfood-e1428251092349.jpg>

Infographic Research – 3 Dynamic Infographics

<https://venngage-wordpress.s3.amazonaws.com/uploads/2021/04/Interactive-Infographic-Blog-Header-V2.png>

<https://thumbs.dreamstime.com/b/business-infographics-presentation-options-vector-dyn-dynamic-infographic-technology-education-process-five-parts-98321407.jpg>

<https://www.displayr.com/wp-content/uploads/2017/09/Neat-Illustrated-Gaming-Infographic-410x1024.png>

Infographic Research – 4 Ineffective Infographics

<https://i.guim.co.uk/img/static/sys-images/Guardian/Pix/pictures/2013/7/31/1375299821023/Phones.png?width=700&quality=85&auto=format&fit=max&s=5a0bab9df5489de0729f923d8ca54986>

<https://i.guim.co.uk/img/static/sys-images/Guardian/Pix/pictures/2013/7/31/1375299395626/US.png?width=700&quality=85&auto=format&fit=max&s=07268c55501791ff261c8556c08f496e>

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<https://venngage-wordpress.s3.amazonaws.com/uploads/2021/01/Deathscluttr.png>